DIAMOND JUBILEE

1894—1969

Seventy-fifth

Annual

Midsummer Festival

SATURDAY, JUNE 21st, 1969

ALL DAY

✣ ✣ ✣

SVEADAL

Uvas Canyon, Santa Clara County

✣ ✣ ✣

Given under auspices of

Swedish American Patriotic League

Swedish American Patriotic League

SAN FRANCISCO OAKLAND

On this historical occasion, the celebration of
the 75th ANNUAL MIDSUMMER FESTIVAL
we wish one and all a happy

DIAMOND JUBILEE MIDSUMMER

with sincere appreciation for many years of cooperation and support to make every Midsummer Festival through the years an outstanding event in the Swedish Community in Northern California.

DAGMAR WOINSKI
President, San Francisco

ASTRI FEIST
President, Oakland

Happy Diamond Jubilee Midsummer

from

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Hugo and Evelyn Olsson
Ted. Karin

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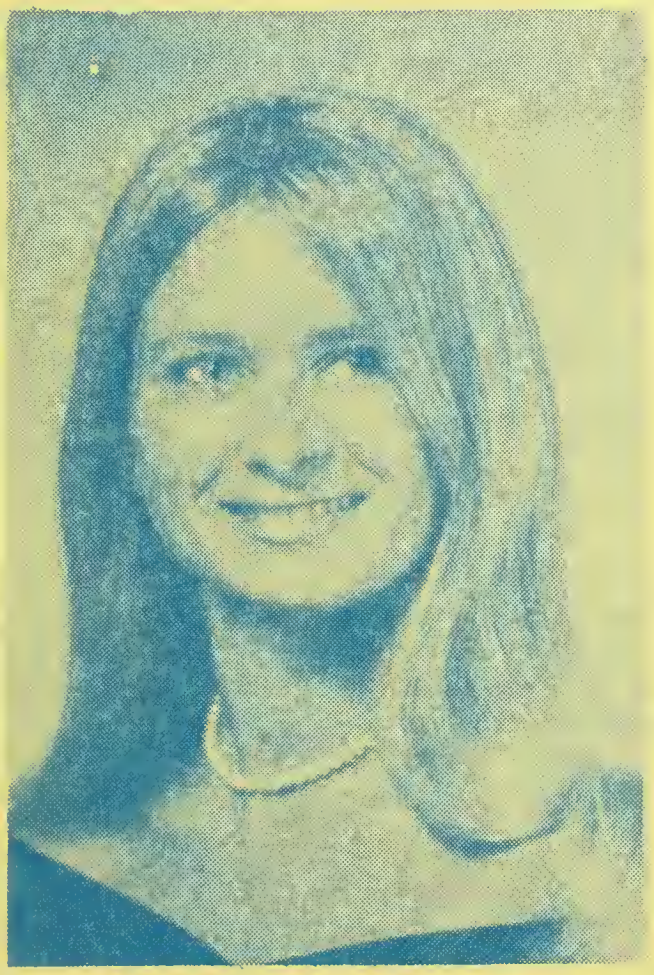
Glad Midsommar

SALLY CARLSON
Midsummer Queen



ANNA MARIE ANDERSON
Columbia

JANET HOLGERS
Svea

Hurra för den 75:e

och

GLAD MIDSOMMAR

önskas av

RUDY

som tillbringar sin midsommar
i Kramfors

The Golden Gate District Lodges

through the medium of this program wish to extend their best wishes to the Swedish-American Patriotic League, on this Midsummer Day Celebration.

The Golden Gate District Lodge, consisting of the seventeen Local Lodges in San Francisco, Oakland, San Leandro, Berkeley, Petaluma, Eureka, Paradise, San Jose, San Mateo, Palo Alto, Concord, Stockton, Modesto, Sacramento, Turlock, Fresno, and Yuba City, extends to you a cordial invitation to become a member of the Vasa Order of America.

Contact any member of these Lodges and they will gladly furnish you information of the benefits you may derive from this membership.

Arlie Veis
District Master

Anna Clawson
District Secretary

Happy Diamond Jubilee

M I D S U M M E R

SWEDISH CLUB
SAN FRANCISCO

Best wishes for a successful
75th ANNUAL
MIDSUMMER FESTIVAL

FYLGIA LODGE No. 119

Vasa Order of America

The Drill Team here today

is part of a

19 Man Drill Team

Al Munson
President

John O. Peterson
Secretary

MIDSUMMER GREETINGS

Tor Lodge No. 537, V.O.A.

San Francisco

Meets 1st and 3rd Friday at
Swedish-American Hall, 2174 Market St.

ANDERS SANDBERG, *Chairman*
BEATRICE GODOEN, *Secretary*

---

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1894

1969

Short History of the first Midsummer Festival

The Swedish American Patriotic League as such did not organize the first Midsummer Festival in San Francisco, but both the League and the festivals are direct results of the first historic occasion at the Midwinter Fair and Exhibition at Golden Gate Park in 1894.

At that time all nationalities in San Francisco participated in one way or another. The Swedes decided to arrange a "Sweden Day" with a Midsummer celebration as the highlight . The day and the festival was held on May 14th.

An elaborate program was presented, complete with maypole, costumed groups, folkdancers and singers. Leader for the arrangement was Dr. Fredrik Westerberg, as Chairman of the day. He became the first President of the Swedish American Patriotic League, which was formed on January 28th, 1895 with the festival committee from the previous year as nucleus. (Dr. Westerberg later served as Swedish Vice Consul in San Francisco.)

It is recorded that the Sweden Day and the Midsummer Festival at the 1894 Fair was the "largest and most successful Swedish festival west of Chicago." The general exhibitions and events at the Fair drew an attendance of 8.000 people. It is estimated that at least 75 per cent of these were Swedes.

The General Fair Commissioner, Mr. M. H. De Young, Publisher of the San Francisco Chronicle, confessed that "of all the festivals put on by the various nationalities, the Swedes' was the most beautiful."

Since 1895 the Midsummer festivals have of course been arranged under the auspices of the Swedish American Patriotic League. Festivals have been arranged every year, also during 1906, the year of the earthquake and fire. All other nationalities cancelled their summer festivals that year, but not the Swedes. The Midsummer Festival was held at Shell Mound Park in the East Bay, attended by an estimated 3.500 persons. At that time two persons in particular had long played an important part in organizing Midsummer Festivals. One was the Editor of Vestkusten, Alex. Olsson, the other was Mrs. Fred Johnson.

This year the Midsummer Festival is arranged for the 75th consecutive year. We hope you will enjoy it.

PROGRAM

Chairman of the Day
Dagmar Woinski
President S.A.P.L., San Francisco

Vice Chairman of the Day
Astri Feist
President S.A.P.L., Oakland

Master of Ceremonies
Roy Anderson
First Vice President S.A.P.L., San Francisco

Marshal of the Parade
John O. Peterson
Captain Fylgia Drill Team

Maids of Honor

Greta Anderson, Barbara Beroza, Heather Duff, Diane Erickson, Hollace Harper, Mary Anne Karlsson, Virginia Lindwall, Maude Lorencki, Debbie Mattman, Elsa Mills, Lynn Morten, Kathy Nelson, Jodie Payne, Carolyn Person, Barbara Carlson, Conne Tilden, Ingrid Wickstrom.

Crown Bearer
Tor Trygstad

Train Bearer
Kenneth Shireman

Junior Attendants
Deborah Shireman, Sandra Shireman

PROCESSION:

"Kungl. Södermanlands Regementes Marsch"

Marshal, Flag Bearers, Fiddlers, Officers, Costume group, Maids of Honor, Columbia, Svea, Junior attendants, Crown Bearer, and the Midsummer Queen.

RAGNAR HASSELGREN
and His Guitar

Flag Salute to the Queen

FYLGIA FLAG BEARERS
Star-Spangled Banner
Du gamla, du fria } .....In Unison
Evelyn Ramberg Olsson at the Piano
Harry Talbot, Drummer

Raising of the Maypole

Welcome
Dagmar Woinski, Chairman

Crowning of the Midsummer Queen and presentation of the Queen's ring
Hon. Carl Henrik Petersén
Consul General of Sweden

SVEA GLEE CLUB

of OAKLAND
Meets every Tuesday at Dovre Hall in San Francisco.
NEW MEMBERS WELCOME!
WALTER MATTSON, *President*
REUBEN ANDERSON, *Secretary*
3929 Lyman Road
Oakland, Calif. 94602

VI GÅ ÖVER DAGG

Vi gå över daggstänkta berg,
Fallera
Som lånat av smaragderna sin färg,
Fallera
Och sorger ha vi inga,
Våra glada visor klinga
När vi gå över daggstänkta berg,
Fallera

PROGRAM

VERNE SELLIN (left) and ASBJØRN FINESS Preparing for Midsummer

"Vi gå över daggstänkta berg"
Vasa Children
David Carlson, Accompanist

Presentation of Columbia
Dagmar Woinski
President S.A.P.L., San Francisco

Presentation of Svea
Astri Feist
President S.A.P.L., Oakland

Spelmanslåtar
Verne Sellin, Violinist
Asbjørn Finess, Violist

Presentation of the Queen's Court

Ragnar Hasselgren och hans Guitar

* * *

Smörgåsbord, Games, Fun

Dancing to Robbie Herold's Combo

ÄNKTA BERG . . .

De gamla och kloka må le,
Fallera
Vi äro ej förståndiga som de,
Fallera
Men vem skulle sjunga,
om våren den unga,
Om vi vore kloka som de,
Fallera

THE SWEDISH SINGING SOCIETY OF SAN FRANCISCO

Affiliated with the Norwegian Singing Society
meets Tuesdays at 8 p.m. in Dovre Hall,
3543 - 18th St., San Francisco, Calif.

NEW MEMBERS WELCOME

CLYDE W. FORSMAN, *President*
EDWIN PETERSON, *Secretary*

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EUGENE SANTOS, President
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ALBERT CARLSON, Secretary
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Secretary, RUBY NICHELINI

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of San Francisco

2174 Market Street

Sick Benefit and Social Organization

Meetings 2nd Thursday at Noon

MYRTLE JORGENSEN, *President*

ALICE O'CONNELL, *Secretary*

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secretary, MRS. EVA M. GUSTAFSON

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Secretary: MRS. RUTH NELSON

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Soren Walther, President

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1969

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Take your horse with you.

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. . . Home on the range . . .

Wishing you

a most happy

75th ANNUAL

Midsummer

George and Patti Frykberg

Wishing You a
Happy Midsummer

NOOMI HAGGE, M.D.

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SAN FRANCISCO

Midsummer Greetings

from

Carl and Sylvia Svenson
Erik Mark Kjell

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75th ANNUAL MIDSUMMER
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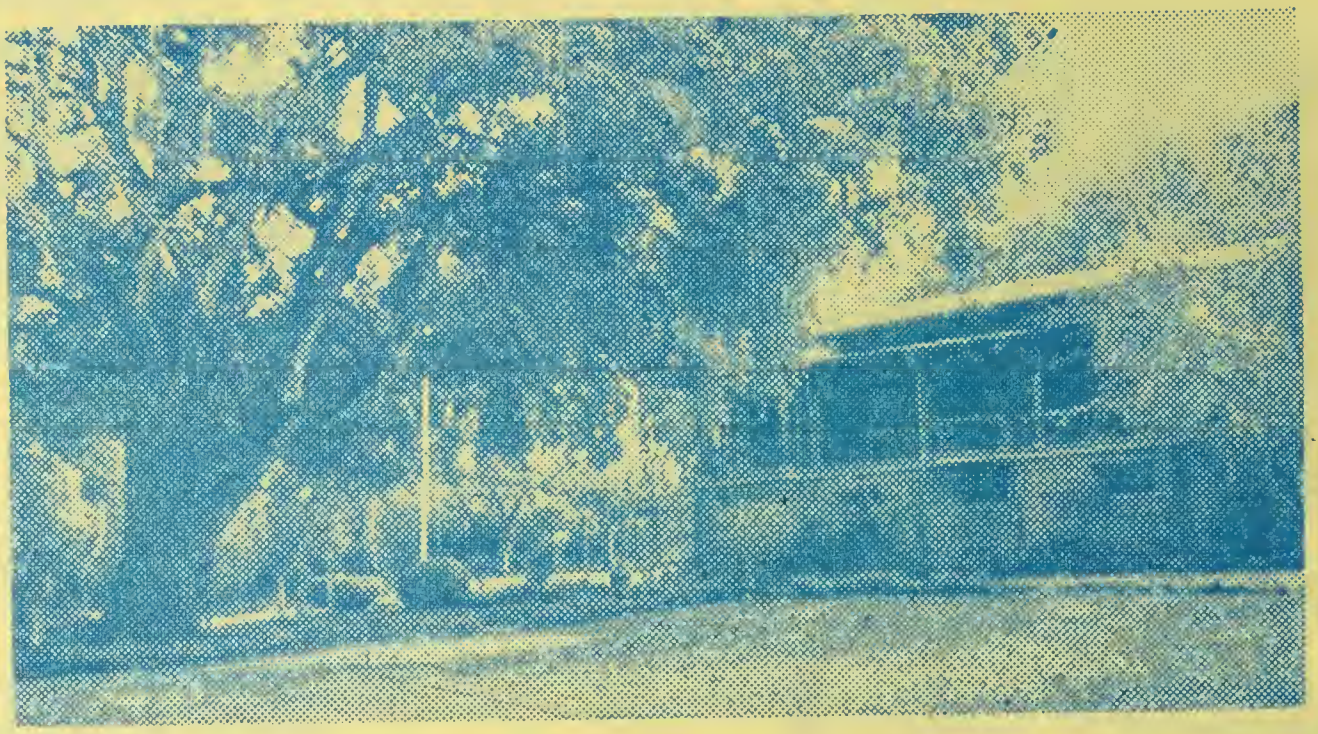

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July 27—43rd Anniversary of Sveadal
August 31—September..1—Aquacade and Water Sports.

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for a Happy

Diamond Jubilee Midsummer

from

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